

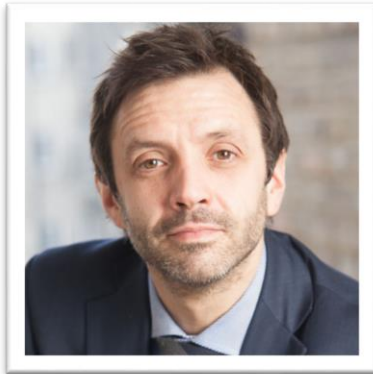


**Outstanding cloud solutions, faster and cheaper**

**An introduction to cloud for ICAEW members**

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# INTRODUCTIONS



Ben Fry  
Co-founder



John Shortt  
Co-founder

## Expert

Thought leaders with a proven track record

## No nonsense

Straight forward, pragmatic, engaging

## Objective

Independent, focused on what's right for you

## Influential

Leading technology and organisation change

## Outcome-led

Maximising value, delivering success

## WHY IS THIS WEBINAR IMPORTANT TO YOU?

- | Cloud is fundamental to business success – today more than ever
- | It is an opportunity to improve efficiency, increase productivity, drive down costs and improve profitability
- | When implemented well, it's great!
- | When implemented badly, it could be disastrous!

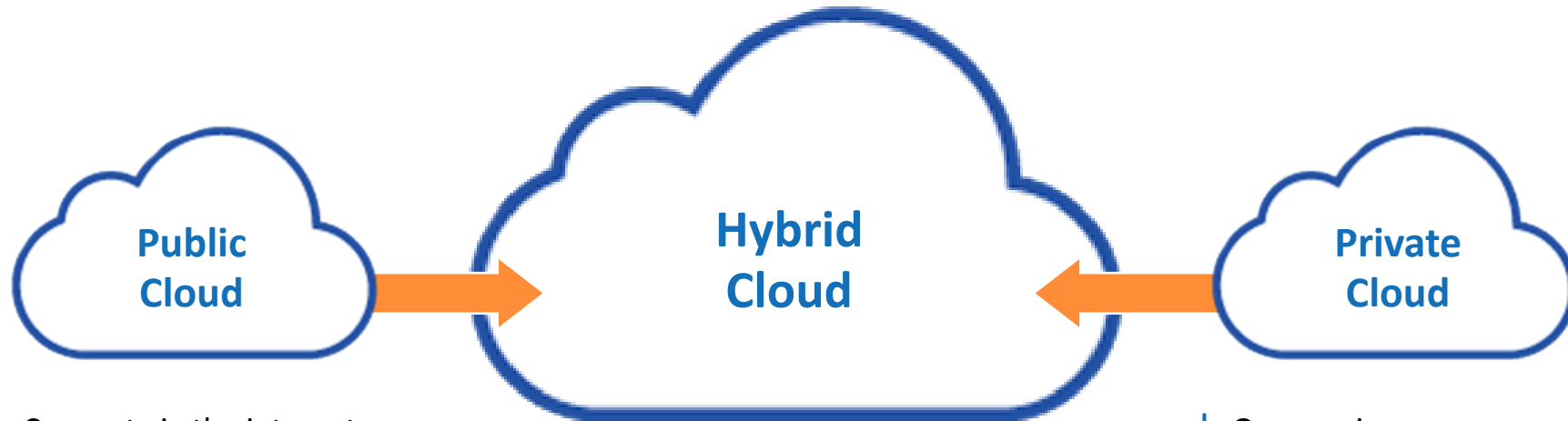
## WHAT ARE WE GOING TO COVER?

- | What is cloud?
- | Why is it important?
- | What are the opportunities and benefits?
- | What are the potential issues/challenges to successful “cloud”?
- | What do you need to think about when considering cloud?

## WHAT IS CLOUD?

- | We use cloud everyday – this webinar, Facebook, Xero, OneDrive, Gmail, O365, etc.
- | The term is used a lot – it's not very useful, and is often misused
- | It'll mean different things to different people – often contextualised by the size of organisation and role
- | It is an alternative to 'on-premise' – it sits in “the cloud”
- | It is a pay-as-you-use subscription for software, storage, database, platforms, hardware, etc.
- | It is accessed via the internet
- | There are three basic cloud models – *Private, Public, and Hybrid*
- | There are three commonly referred 'levels of abstraction' – *SaaS, PaaS, IaaS*

# TYPES OF CLOUD

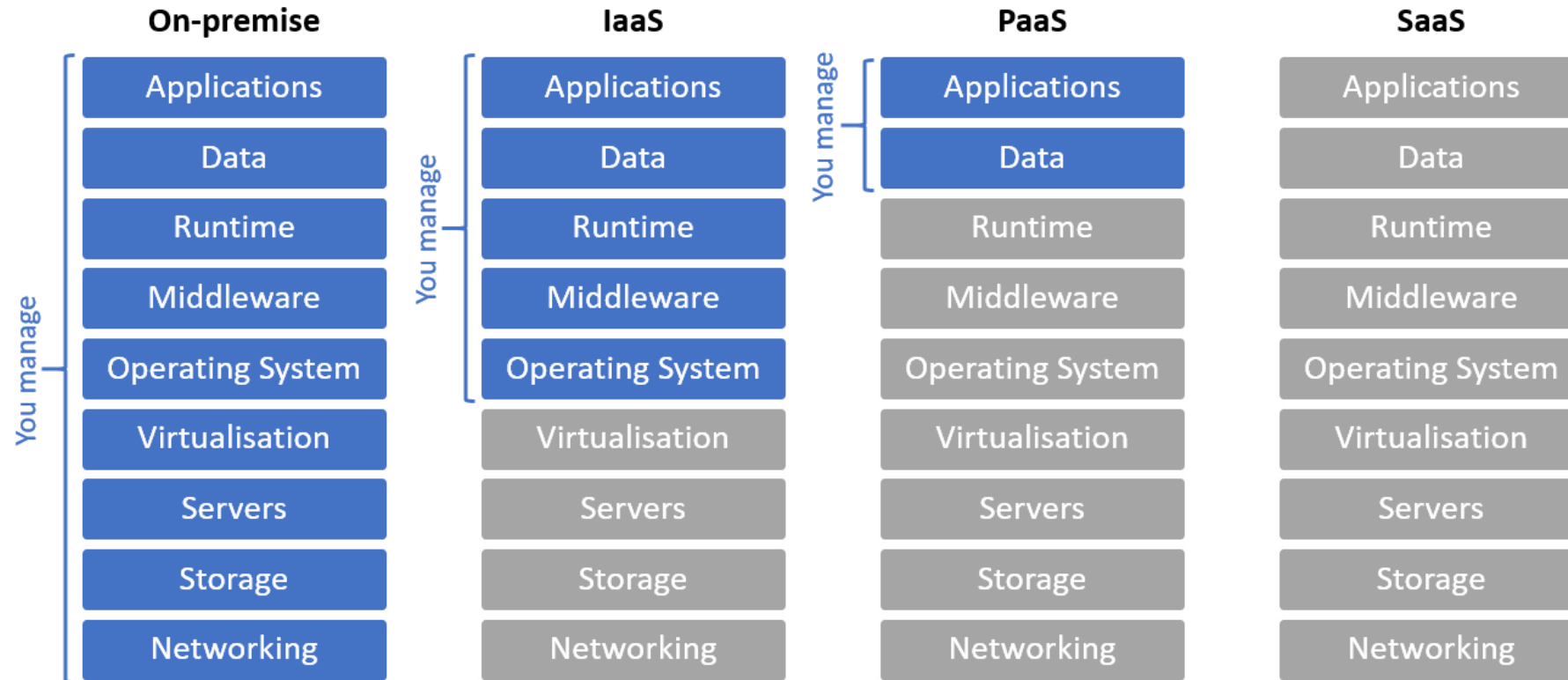


- | Connect via the internet
- | Support and maintenance the responsibility of the supplier
- | Access to enterprise-grade systems at a fraction of the cost
- | Cost effective
- | Ideal for smaller companies

- | Public and private systems work together – fully integrated
- | Information and systems hosted in the right place

- | On-premise
- | Easy to track and safeguard data
- | Support and maintenance falls to internal teams
- | High initial investment

# LEVELS OF ABSTRACTION



Increasing Service Utilisation - Cloudification

## YOUR USE OF CLOUD IS SPECIFIC TO YOUR NEEDS

- | Business strategy
- | Size of organisation
- | Existing systems – what works, what doesn't, etc.
- | Use of technology
- | User requirements and usability
- | Risk, security and compliance
- | Cost
- | Culture



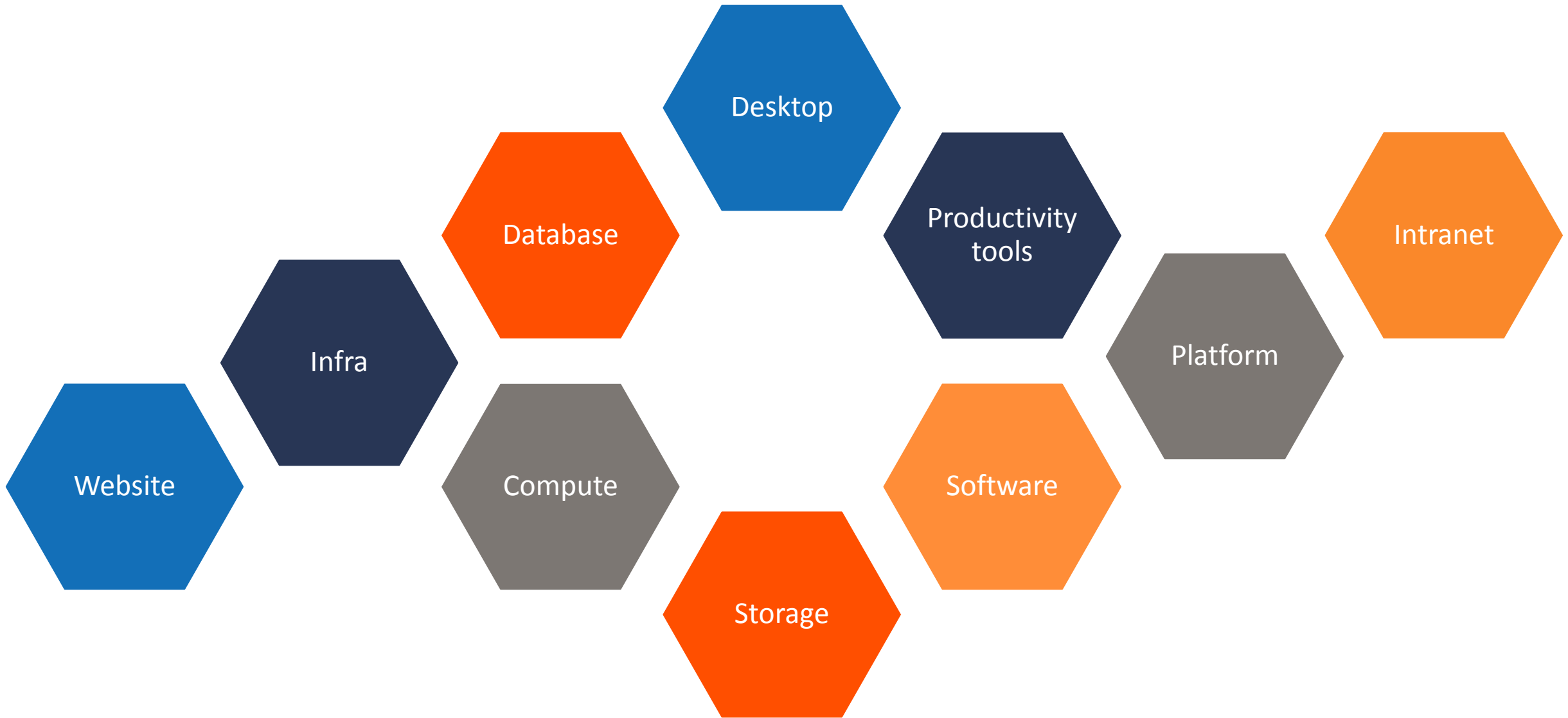
## THE BENEFITS OF CLOUD DIFFER FROM ONE ORGANISATION TO ANOTHER

- | It is a leveller
- | It can be an essential differentiator
- | It can be an enabler
  - | Access to industry-leading compute, storage and networking capabilities
  - | Enterprise-grade IT infrastructure without the capital expenditure of managing and maintaining your own hardware
- | It drives efficiency
  - | Reduces maintenance
  - | Redirects effort away from low-value operations to high-value services
- | It simplifies accounting
  - | Ability to move from Capex to Opex, offering cost transparency through metering end to end

## SIMPLE CLOUD SOLUTION PRINCIPLES TO APPLY

- | Appropriate, optimised and justified (risk, cost, benefit) use of cloud technology, aligned to client-specific drivers, delivering measurable improvement and business value.
- | Fully integrated, secure (based on industry best practice), compliant (to internal and external regulations), performant and scalable cloud solutions.
- | Extensible to easily evolve to meet the changing needs of the business and technology roadmap.

# CLOUD SOLUTIONS



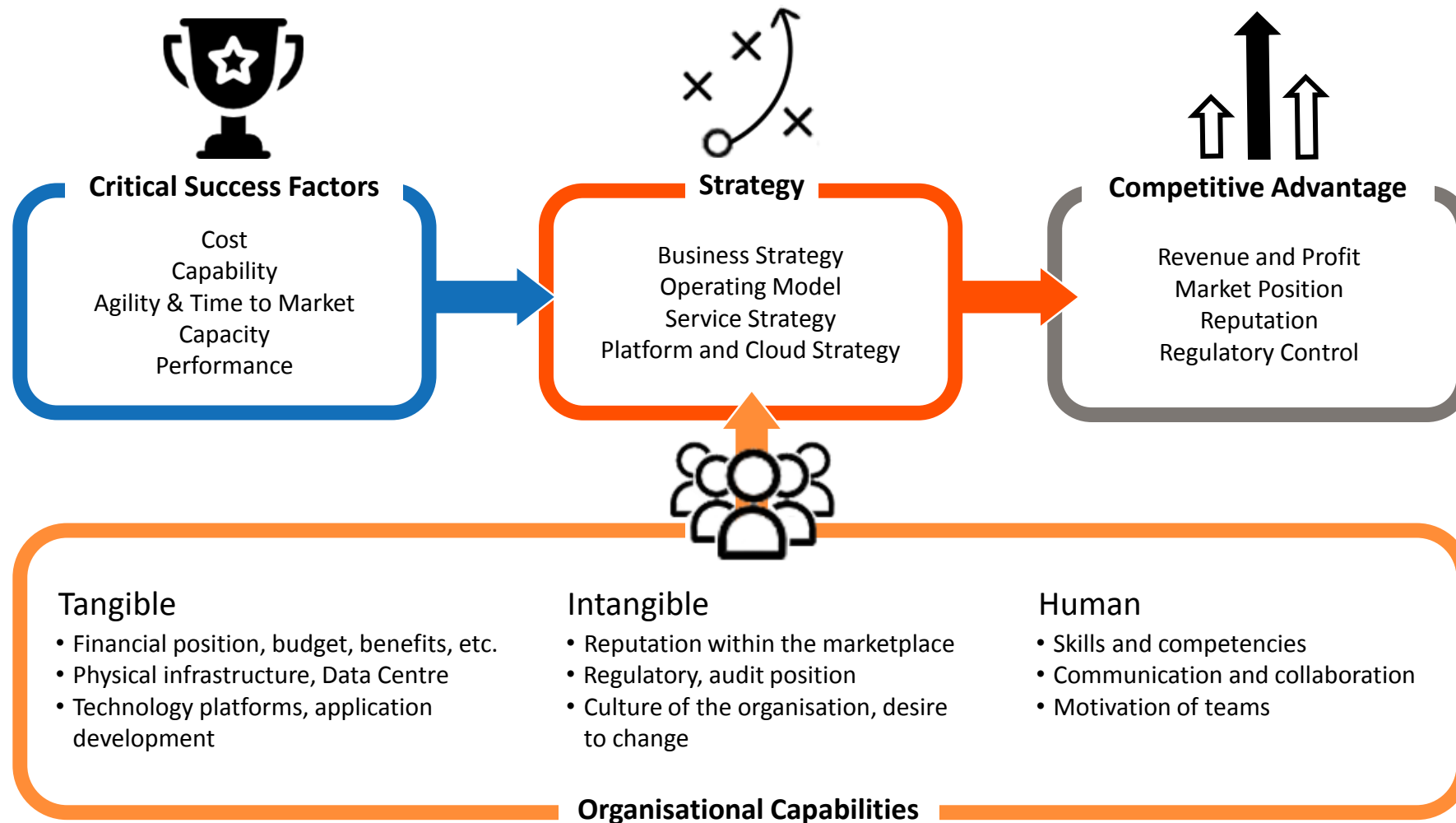
## YOU KNOW WHAT THEY SAY ABOUT ASSUMPTIONS

- | Cloud is much cheaper than on-premise services – it isn't by default
- | Cloud is easy to implement – it can be, but depends on what you want to do
- | Anyone can deploy cloud – they can't
- | Cloud is right for everyone – it's not
- | Cloud is not right for me – there are benefits for all
- | Cloud is insecure – it's secure (when implemented properly)
- | Cloud isn't GDPR compliant – it is (and the location of data can be specified to be UK)

## MOST COMMON GOTCHAS

- | Jumping in before thinking – be clear what you want and how it will benefit (and impact) you
- | Assuming the cloud solution covers everything – it may do but you must be certain
- | Paying lip service to security – start with security, end with it and build with security in mind. Always!
- | The users – you need to put the business needs and the users best interests at the heart of any decision
  - | It's worth noting that the users' may not know what's best for them
- | Cultural challenges – back to the users and how they work
- | Cost of implementation and migration – walk in with your eyes open
- | Time and cost of adoption – how quickly can your users get up-to-speed
- | Need – do you really have a need or are you getting cloudy for the sake of it?
- | Location of data – need we say more?
- | Reliability – you want to increase productivity
- | Lock-in – what happens if you change your mind

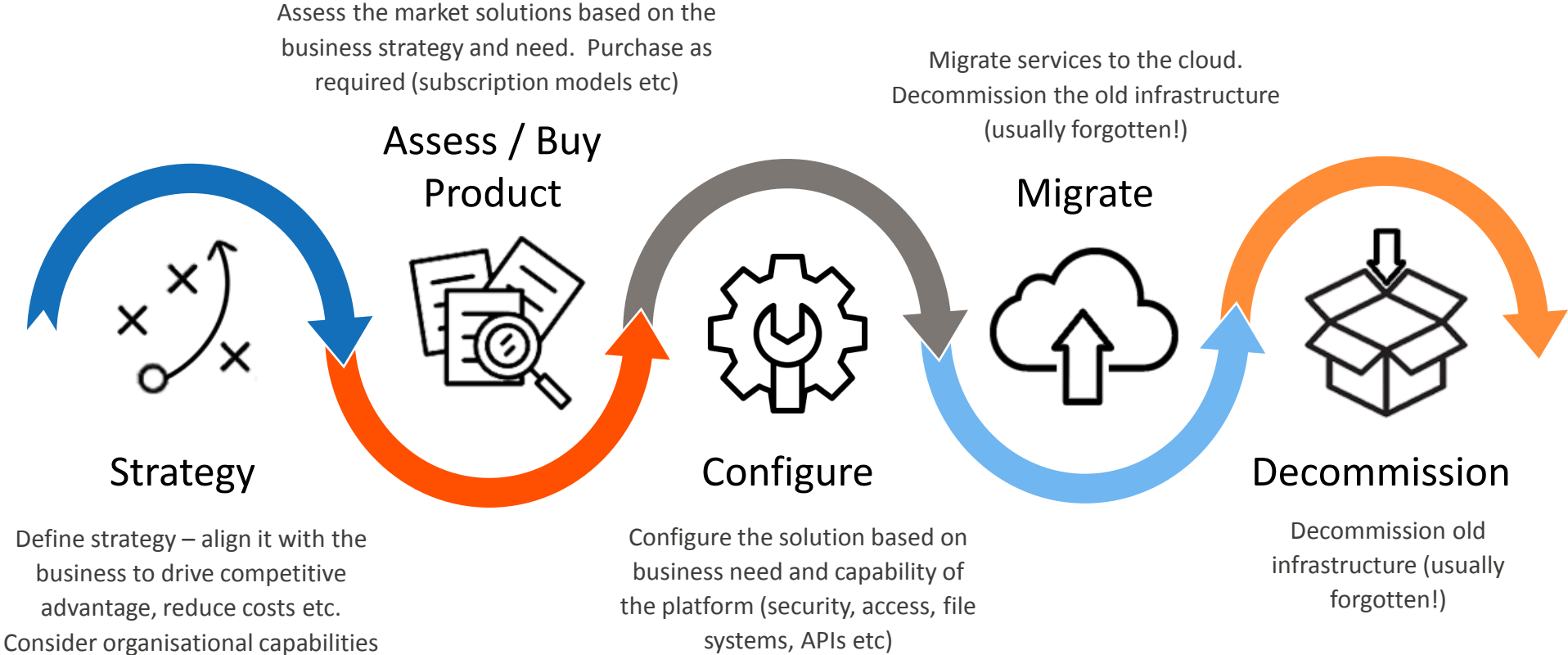
# YOUR BUSINESS STRATEGY IS AT THE HEART OF CLOUD ADOPTION



## APPROACH CLOUD WITH YOUR EYES OPEN

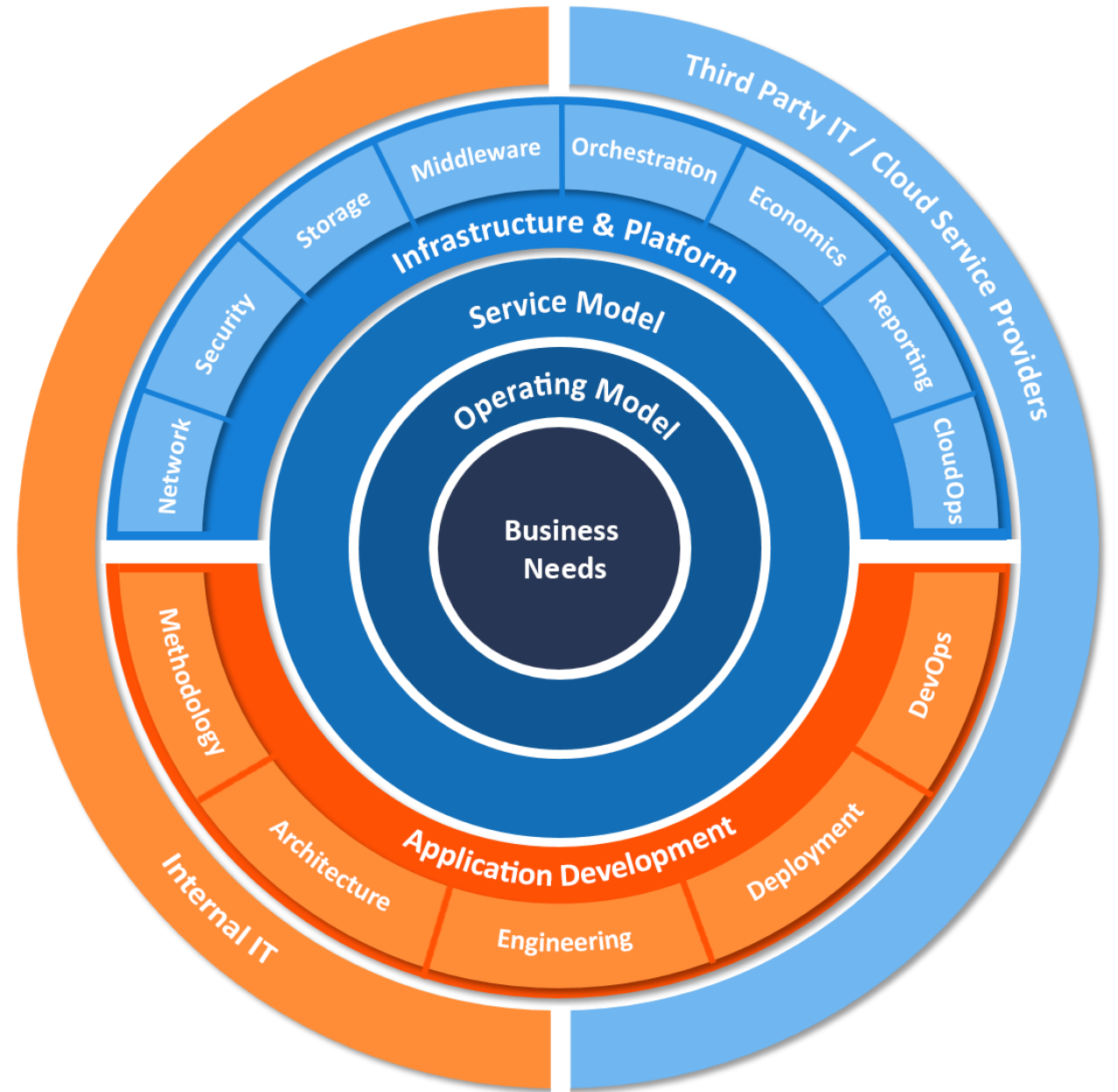
- | What do my users need?
- | What are the goals?
- | What's the cost benefit?
- | What other improvements will be delivered?
- | How can I measure the results?
- | Should I buy or build?
- | What type of cloud services are right?
- | Where is my data residing and is it secure?
- | What happens to my existing systems/platforms?
- | Which is the right cloud solution/service for me?
- | How does it impact my organisation?
- | What's the exit strategy?

# SaaS – APPROACH

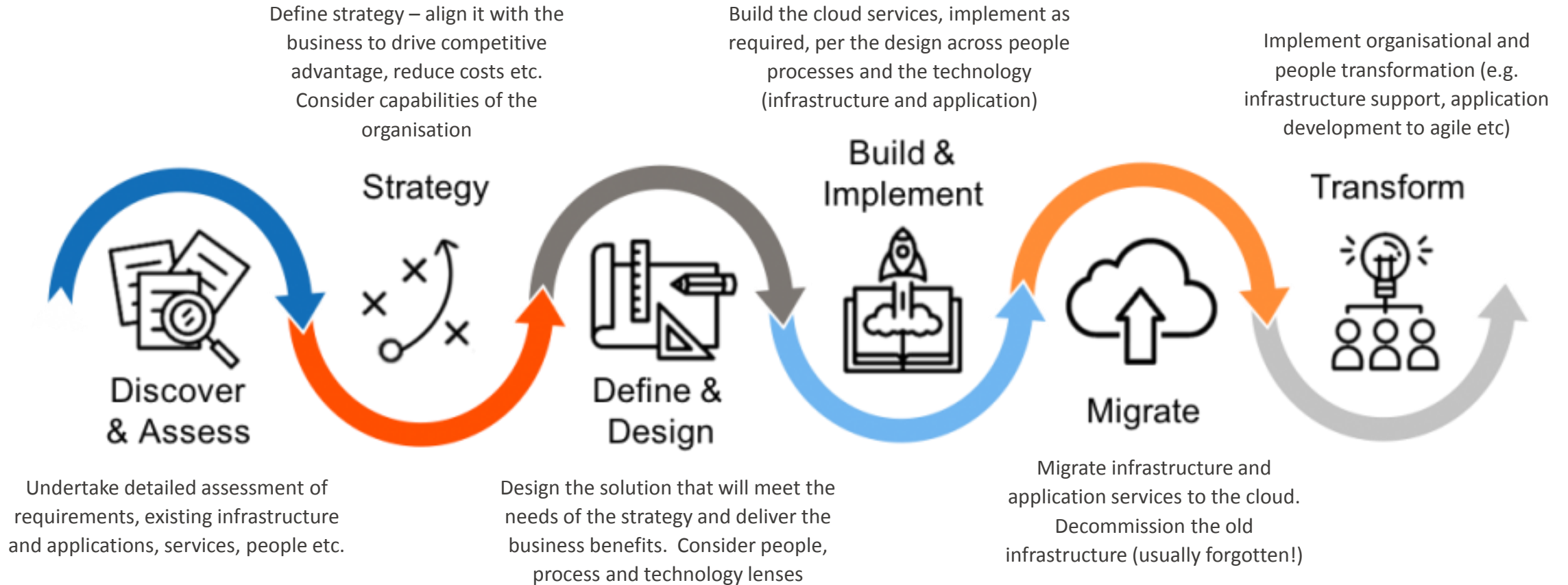




## IaaS and PaaS – SCOPE



# IaaS and PaaS – APPROACH



## NEXT STEPS

- | Cloud – only if it makes sense
  - | If you don't have a strategy – get one!
- | Always consider buy over build – SaaS over PaaS over IaaS
- | Get help!
  - | Get it right and you'll reap significant benefit.
  - | Get it wrong and... well... make sure you don't get it wrong
- | Think before you act – appropriate, optimised and justified (risk, cost, benefit) use of cloud technology, aligned to client-specific drivers, delivering measurable improvement and business value
- | Start and end with security



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